

# **Eye Shadow Market Size, Share, and Outlook, 2025 Report- By Type (Metallic Eye Shadow, Matte Eye Shadow, Glitter Eye Shadow), Form (Powder, Liquid, Cream, Others), Application (Professional, Personal), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Independent Retailers, Online), and Companies, 2021-2032**

<https://marketpublishers.com/r/EC2FD7107959EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: EC2FD7107959EN

## **Abstracts**

### Eye Shadow Market Outlook

The global Eye Shadow market is expected to register a growth rate of 4.6% during the forecast period from \$7.1 Billion in 2024 to \$10.2 Billion in 2032. The Eye Shadow market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Eye Shadow segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Metallic Eye Shadow, Matte Eye Shadow, Glitter Eye Shadow), Form (Powder, Liquid, Cream, Others), Application (Professional, Personal), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Independent Retailers, Online). Over 70 tables and charts showcase findings from our latest survey report on Eye Shadow markets.

### Eye Shadow Market Insights, 2025

In 2025, the eye shadow market remains a cornerstone of color cosmetics, energized by evolving consumer desires for versatility, expression, and innovation. Consumers

seek eye shadow palettes that offer multiple finishes—matte, shimmer, metallic, and glitter—to accommodate diverse makeup styles from everyday natural looks to dramatic evening glam. Clean and sustainable beauty trends push formulations free from parabens, sulfates, and synthetic dyes, driving product innovation. Technological advancements in pigmentation and texture improve blendability and wear-time, appealing to both professionals and casual users. Social media platforms fuel trends with viral eye makeup looks, encouraging brand experimentation and limited-edition releases. Inclusivity is central, with brands expanding shade ranges to suit all skin tones. Additionally, multi-use products that combine eye shadow with cheek or brow applications gain traction in minimalist beauty routines. Retail distribution leverages both brick-and-mortar counters and online exclusives to reach diverse consumer segments.

### Five Trends that will define global Eye Shadow market in 2025 and Beyond

A closer look at the multi-million global market for Eye Shadow identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Eye Shadow companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Eye Shadow industry?

The Eye Shadow sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### Eye Shadow Market Segment Insights

The Eye Shadow industry presents strong offers across categories. The analytical report offers forecasts of Eye Shadow industry performance across segments and countries. Key segments in the industry include By Type (Metallic Eye Shadow, Matte Eye Shadow, Glitter Eye Shadow), Form (Powder, Liquid, Cream, Others), Application (Professional, Personal), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Independent Retailers, Online). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the

categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Eye Shadow market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Eye Shadow industry ecosystem. It assists decision-makers in evaluating global Eye Shadow market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Eye Shadow industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Eye Shadow Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Eye Shadow Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Eye Shadow with demand from both Western Europe and

Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Eye Shadow market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Eye Shadow market Insights Executives are most excited about opportunities for the US Eye Shadow industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Eye Shadow companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Eye Shadow market.

Latin American Eye Shadow market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Eye Shadow Markets  
New Opportunities for Companies  
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Eye Shadow markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Eye Shadow markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Eye Shadow companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Avon Products, Inc., L'Oréal S.A. (Maybelline is a brand under L'Oréal), Yves Saint Laurent SAS, Coty Inc., Chanel S.A., LVMH Moët Hennessy Louis Vuitton SE, The Estée Lauder Companies Inc., Shiseido Company, Limited, Etude Corporation (Amore Pacific), Amorepacific Corporation, Giorgio Armani S.p.A. (Giorgio Armani), Better Way (Thailand) Co., Ltd. (Mistine), Stylenanda (The YG Entertainment).

### Eye Shadow Market Scope

#### Leading Segments

#### By Type

Metallic Eye Shadow

Matte Eye Shadow

Glitter Eye Shadow

#### By Form

Powder

Liquid

Cream

Others

#### By Application

Professional

Personal

By Distribution Channel

Supermarkets and Hypermarkets

Specialty Stores

Independent Retailers

Online

Leading Companies

Avon Products, Inc.

L'Oréal S.A. (Maybelline is a brand under L'Oréal)

Yves Saint Laurent SAS

Coty Inc.

Chanel S.A.

LVMH Moët Hennessy Louis Vuitton SE

The Estée Lauder Companies Inc.

Shiseido Company, Limited

Etude Corporation (Amore Pacific)

Amorepacific Corporation

Giorgio Armani S.p.A. (Giorgio Armani)

Better Way (Thailand) Co., Ltd. (Mistine)

Stylenanda (The YG Entertainment)

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Eye Shadow Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Eye Shadow Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL EYE SHADOW MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Eye Shadow Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. EYE SHADOW MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

### By Type

Metallic Eye Shadow

Matte Eye Shadow

Glitter Eye Shadow

### By Form

Powder

Liquid

Cream

Others

### By Application

Professional

Personal

### By Distribution Channel

Supermarkets and Hypermarkets

Specialty Stores

Independent Retailers

Online

## **6. GLOBAL EYE SHADOW MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

## **6. NORTH AMERICA EYE SHADOW MARKET SIZE OUTLOOK**

- 6.1 Key Market Statistics, 2024
- 6.2 North America Eye Shadow Market Trends and Growth Opportunities
  - 6.2.1 North America Eye Shadow Market Outlook by Type
  - 6.2.2 North America Eye Shadow Market Outlook by Application
- 6.3 North America Eye Shadow Market Outlook by Country
  - 6.3.1 The US Eye Shadow Market Outlook, 2021- 2032
  - 6.3.2 Canada Eye Shadow Market Outlook, 2021- 2032
  - 6.3.3 Mexico Eye Shadow Market Outlook, 2021- 2032

## **7. EUROPE EYE SHADOW MARKET SIZE OUTLOOK**

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Eye Shadow Market Trends and Growth Opportunities
  - 7.2.1 Europe Eye Shadow Market Outlook by Type
  - 7.2.2 Europe Eye Shadow Market Outlook by Application
- 7.3 Europe Eye Shadow Market Outlook by Country
  - 7.3.2 Germany Eye Shadow Market Outlook, 2021- 2032
  - 7.3.3 France Eye Shadow Market Outlook, 2021- 2032
  - 7.3.4 The UK Eye Shadow Market Outlook, 2021- 2032
  - 7.3.5 Spain Eye Shadow Market Outlook, 2021- 2032
  - 7.3.6 Italy Eye Shadow Market Outlook, 2021- 2032
  - 7.3.7 Russia Eye Shadow Market Outlook, 2021- 2032
  - 7.3.8 Rest of Europe Eye Shadow Market Outlook, 2021- 2032

## **8. ASIA PACIFIC EYE SHADOW MARKET SIZE OUTLOOK**

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Eye Shadow Market Trends and Growth Opportunities
  - 8.2.1 Asia Pacific Eye Shadow Market Outlook by Type
  - 8.2.2 Asia Pacific Eye Shadow Market Outlook by Application
- 8.3 Asia Pacific Eye Shadow Market Outlook by Country
  - 8.3.1 China Eye Shadow Market Outlook, 2021- 2032
  - 8.3.2 India Eye Shadow Market Outlook, 2021- 2032
  - 8.3.3 Japan Eye Shadow Market Outlook, 2021- 2032
  - 8.3.4 South Korea Eye Shadow Market Outlook, 2021- 2032
  - 8.3.5 Australia Eye Shadow Market Outlook, 2021- 2032

- 8.3.6 South East Asia Eye Shadow Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Eye Shadow Market Outlook, 2021- 2032

## **9. SOUTH AMERICA EYE SHADOW MARKET SIZE OUTLOOK**

- 9.1 Key Market Statistics, 2024
- 9.2 South America Eye Shadow Market Trends and Growth Opportunities
  - 9.2.1 South America Eye Shadow Market Outlook by Type
  - 9.2.2 South America Eye Shadow Market Outlook by Application
- 9.3 South America Eye Shadow Market Outlook by Country
  - 9.3.1 Brazil Eye Shadow Market Outlook, 2021- 2032
  - 9.3.2 Argentina Eye Shadow Market Outlook, 2021- 2032
  - 9.3.3 Rest of South and Central America Eye Shadow Market Outlook, 2021- 2032

## **10. MIDDLE EAST AND AFRICA EYE SHADOW MARKET SIZE OUTLOOK**

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Eye Shadow Market Trends and Growth Opportunities
  - 10.2.1 Middle East and Africa Eye Shadow Market Outlook by Type
  - 10.2.2 Middle East and Africa Eye Shadow Market Outlook by Application
- 10.3 Middle East and Africa Eye Shadow Market Outlook by Country
  - 10.3.1 Saudi Arabia Eye Shadow Market Outlook, 2021- 2032
  - 10.3.2 The UAE Eye Shadow Market Outlook, 2021- 2032
  - 10.3.3 Rest of Middle East Eye Shadow Market Outlook, 2021- 2032
  - 10.3.4 South Africa Eye Shadow Market Outlook, 2021- 2032
  - 10.3.5 Egypt Eye Shadow Market Outlook, 2021- 2032
  - 10.3.6 Rest of Africa Eye Shadow Market Outlook, 2021- 2032

## **11. COMPANY PROFILES**

- 11.1 Leading 10 Companies
  - Avon Products, Inc.
  - L'Oréal S.A. (Maybelline is a brand under L'Oréal)
  - Yves Saint Laurent SAS
  - Coty Inc.
  - Chanel S.A.
  - LVMH Moët Hennessy Louis Vuitton SE
  - The Estée Lauder Companies Inc.
  - Shiseido Company, Limited

Etude Corporation (Amore Pacific)  
Amorepacific Corporation  
Giorgio Armani S.p.A. (Giorgio Armani)  
Better Way (Thailand) Co., Ltd. (Mistine)  
Stylenanda (The YG Entertainment)  
11.2 Overview  
11.3 Products and Services  
11.4 SWOT Profile

## **12. APPENDIX**

12.1 Subscription Options  
12.2 Customization Options  
12.3 Publisher Details

## I would like to order

Product name: Eye Shadow Market Size, Share, and Outlook, 2025 Report- By Type (Metallic Eye Shadow, Matte Eye Shadow, Glitter Eye Shadow), Form (Powder, Liquid, Cream, Others), Application (Professional, Personal), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Independent Retailers, Online), and Companies, 2021-2032

Product link: <https://marketpublishers.com/r/EC2FD7107959EN.html>

Price: US\$ 3,680.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EC2FD7107959EN.html>